

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Thomas Center
Gainesville, FL
Alachua County

January 21, 2016
Thursday, 10:00 a.m.

MEMBERS PRESENT

Lois Nevins, Alachua County
Russ McCallister, Dixie County
Dick Bailer, Jefferson County
Katrina Richardson, Jefferson County
Carol McQueen, Levy County
Lisa Frieman, Madison County, Treasurer
Brenda Graham, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave McCusker, Union County
Diane Bardhi, Wakulla County

MEMBERS ABSENT

Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Martin Pierce, Dixie County
Donna Creamer, Gilchrist County
Susie Page, Lafayette County, Vice-Chair
Helen Koehler, Levy County
Gail Gilman, Wakulla County

OTHERS PRESENT

Allison Greco
Roland Loog
Grace Northern, Sparxoo
John Pricher, Visit Gainesville
Mary Reichardt, Visit Gainesville
Tommy Thompson, Florida Outdoor Writers
Association
William Sexton, Bradford County
Jeremiah Stanley, City of Gainesville Parks and
Recreation Department
Paula R. Vann, Columbia County
Tourist Development Council

STAFF PRESENT

Steven Dopp
Scott Koons

I. CALL TO ORDER, INTRODUCTIONS

Chair Dawn Taylor, noting the presence of a quorum, opened the meeting at 10:03 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor asked for approval of the meeting agenda.

ACTION: **Dick Bailer moved and Sandy Beach seconded a motion to approve the agenda as circulated. The motion passed unanimously.**

III. APPROVAL OF THE NOVEMBER 19, 2015 MINUTES

Chair Taylor asked for approval of the November 19, 2015 meeting minutes.

ACTION: Carol McQueen moved and Lisa Frieman seconded a motion to amend the November 19, 2015 minutes to note the presence of Paula Vann, and to approve the November 19, 2015 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports

- a. Monthly Financial Report Review and Approval, October 31, 2015
- b. Monthly Financial Report Review and Approval, November 30, 2015

Ms. Frieman presented the monthly financial reports for October and November 2015.

ACTION: Mr. Bailar moved and Russ McCallister seconded a motion to approve the October and November 2015 financial reports. The motion passed unanimously.

B. Staff Items

1. Annual Regional Marketing Fee - Alternative Revised Fee Structure Proposal

Steven Dopp presented a proposed revised annual Regional Cooperative Marketing Fee Structure for Fiscal Year 1016-17 to the Task Force.

ACTION: Ms. Frieman moved and Mr. McCallister seconded a motion to approve the proposed alternative revised annual Regional Cooperative Marketing Fee Structure presented by Mr. Dopp, to take effect for Fiscal Year 2016-17. The motion passed unanimously.

2. Fiscal Year 2014-15 Florida Department of Economic Opportunity Regional Rural Development Grant

Mr. Dopp updated the Task Force on the status of the grant.

a. Revamp Website

Mr. Dopp presented a status report on the website update.

b. Adoption of Five-Year Strategic Marketing Plan

Mr. Dopp recommended that the Task Force adopt the five-year strategic marketing plan which was included in the meeting packet.

ACTION: Mr. Bailar moved and Ms. McQueen seconded a motion to adopt the five-year strategic marketing plan as circulated. The motion passed unanimously.

c. Brochure Distribution

Mr. Dopp updated the Task Force on the status of brochure distribution.

d. Professional Enhancement Scholarships

Mr. Dopp updated the Task Force on the status of the Professional Enhancement Scholarships.

e. Media Advertising - Florida Pocket Ranger App Advertisement

Mr. Dopp gave a status report on the Florida Pocket Ranger App Advertisement.

f. Reimbursement Status

Mr. Dopp reported on the status of reimbursement payments to travel show attendees. He requested members to use the reimbursement form included in the Task Force meeting packet.

3. Fiscal Year 2015-16 Florida Department of Economic Opportunity Grant

a. Award Letter

Mr. Dopp stated that the Task Force has received an award letter from the Department of Economic Opportunity for its \$150,000 Fiscal Year 2015-16 Regional Rural Development Grant application. He noted that the award letter was for the full \$150,000.

b. Contract Status

Mr. Dopp stated that the Task Force has yet to receive a contract for the Fiscal Year 2015-16 Regional Rural Development grant. He noted that, while the Task Force can spend grant-related dollars prior to a signed contract, the Task Force will not be reimbursed for grant-related expenditures until after the contract is signed by both parties.

c. Scope of Work Discussion

1. Bicycle Microsite and Guide

Mr. Dopp discussed this deliverable item contained in the Scope of Work.

2. Ultimate Springs Microsite and Guide

Mr. Dopp discussed this deliverable item contained in the Scope of Work.

3. Digital Advertising Campaign

Mr. Dopp discussed this deliverable item contained in the Scope of Work.

4. eNewsletters - Selection of an eNewsletter Program

Mr. Dopp discussed this deliverable item contained in the Scope of Work. He asked the Task Force to select one vendor from the list of three vendors included in the meeting packet.

ACTION: Ms. McQueen moved and Brenda Graham seconded a motion to spend up to \$1,200 during the grant period for the Mailchimp email marketing and eNewsletter service. The motion passed unanimously.

5. Selection of In-State Travel Shows

Mr. Dopp stated that he had identified a number of potential in-state travel shows which are highlighted in the meeting packet. It was agreed by consensus that the Task Force will attend the Travel Expo at The Villages as well as the Progressive Insurance Tampa Boat Show.

6. Selection of Out-of-State Travel Shows

Mr. Dopp stated that he had identified a number of potential out-of-state travel shows which are highlighted in the meeting packet. It was agreed by consensus that the Task Force will attend the Hershey RV Super Show as well as the November 20 - 22, 2016 Outdoor Adventure Expo in Minneapolis.

7. Undiscovered Florida Advertisement

Mr. Dopp updated the Task Force on the status of the Undiscovered Florida advertisement.

8. New York City Media Reception

Tommy Thompson updated the Task Force on the status of the New York City Media Reception. He asked Task Force members to send Tweets for the event.

4. VISIT FLORIDA Grants

a. VISIT FLORIDA 2015-16 Conservation Heritage Rural and Nature Grant (website blogger)

Mr. Dopp reported on the status of the website blogs.

b. VISIT FLORIDA - North Central Florida Fiscal Year 2015-16 Rural Area of Opportunity Partnership Program

1. New York Times Travel Show Report

Roland Loog presented a report on the New York Times Travel Show.

2. Atlanta Boat Show Report

Mr. Loog presented a report on the Atlanta Boat Show.

3. Promotional Items - Flash Cards and Eyeglass Straps

Mr. Dopp requested authorization to purchase 200 flash drives, to expend \$200.00 for the purchase of candy and to use the remaining VISIT FLORIDA promotional item funds to purchase eyeglass straps.

ACTION: Ms. Frieman moved and Mr. McCusker seconded a motion to authorization the purchase 200 flash drives, to expend \$200.00 for the purchase of candy and to use the remaining VISIT FLORIDA promotional item funds to purchase eyeglass straps. The motion passed unanimously.

c. VISIT FLORIDA Fiscal Year 2016-17 Cultural, Heritage, Rural and Nature Grant Application

Mr. Dopp recommended that the Task Force apply for a \$5,000 Fiscal Year 2016-17 Cultural, Heritage, Rural and Nature Grant for the purpose of supplementing the Task Force digital marketing campaign, provided that Regional Rural Development Grant funds could be used to satisfy the match requirement. The Task Force agreed by consensus to apply for a \$5,000 Fiscal Year 2016-17 Cultural, Heritage, Rural and Nature Grant for the purpose of supplementing the Task Force digital marketing campaign, provided that Regional Rural Development Grant funds could be used to satisfy the match requirement.

5. Other Staff Items

a. Suwannee River Wilderness Trail Paddling Guide Distribution Policy

Mr. Dopp recommended that the Task Force establish guidelines for distribution of the Suwannee River Wilderness Trail Paddling Guide. It was agreed by consensus that individuals and organizations seeking paddling guides must contact their respective Tourist Development Councils for copies rather than through the Task Force directly. In addition, it was agreed by consensus to distribute one box of paddling guides to Hamilton and Suwannee Counties.

b. Presentations to Hamilton and Suwannee County Tourist Development Councils

Mr. Dopp reported that he had made a presentation to the Hamilton County Tourist Development Council regarding rejoining the Task Force. He further reported that he will be making a presentation to the Suwannee County Tourist Development Council in February.

c. VISIT FLORIDA Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program

Mr. Dopp and Mr. Loog reported on their December 14, 2015 meeting with VISIT FLORIDA regarding the Fiscal Year 2016-17 partnership program.

C. Other Old Business

1. Updated Task Force Member Contact Info

No changes were requested to be made to the contact information.

2. Meeting Dates and Locations

No changes were made to 2016 Task Force meeting dates and locations.

D. VISIT FLORIDA Report

Mr. Dopp noted that Brenna Dacks of Visit Florida was unable to attend the meeting today and, therefore, no report was made by VISIT FLORIDA.

VI. LEADERSHIP FORUM

Ms. McQueen presented a report on the January 20, 2016 Tourism Day hosted by VISIT FLORIDA in Tallahassee.

VII. NEW BUSINESS

A. Announcements

Task Force members made various announcements of interest to the Task Force.

B. Other New Business

No new business was discussed.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., February 18, 2016 at a location to be determined in Levy County, Florida.

The meeting adjourned at 1:15 p.m.


Dawn Taylor, Chair

2/18/16
Date

Minutes prepared by Steven Dopp of the North Central Florida Regional Planning Council.